



Effectively Communicating About Arizona's Common Core Standards



EXPECT MORE ARIZONA®
Ready Kids • Ready Graduates • Ready Workforce

Welcome & Introductions

- Erin Hart, COO, Expect More Arizona



Question...

- What would you like to get out of today's workshop?



Overview

- Expect More Arizona
- Common Core Standards
- Arizona Public Engagement Task Force
- Building Your Communications Strategy
- Responding to Opposition
- Effective Messaging
- Communication & Outreach Resources



Expect More Arizona is a statewide nonpartisan education advocacy organization working to build the public will for a world-class education for all Arizona students.



A World-Class Education

Ensures:

1. All students are prepared for and successful in early grades
2. All students graduate from high school prepared for college and career
3. All students complete postsecondary education or training and are prepared to compete for a quality job



Five Building Blocks for World-Class Education in AZ



EXPECT MORE ARIZONA[®]
Ready Kids • Ready Graduates • Ready Workforce

What We Do

- **Community Education & Outreach**
 - Parent & Family Engagement
 - College & Career Planning
- **Public Awareness**
 - Multimedia Campaign
 - Expect More Excellence Tour
 - Vote 4 Education
- **Advocacy**
 - Common Core & PARCC, Early Literacy



All Arizona students deserve a world-class education that prepares them to succeed in college, career and life.



Will they be Ready for School?



66% of their peers are not

Source: Kindergarten Preparedness Survey sponsored by the Age of Learning Inc.



EXPECT MORE ARIZONA[®]
Ready Kids • Ready Graduates • Ready Workforce

Will they be Prepared in Math and English?



74% are Not - Reading
67% are Not - Math

Source: NAEP, AZ 4th graders



EXPECT MORE ARIZONA
Ready Kids • Ready Graduates • Ready Workforce

Will he be Prepared for College or Career?



**53% of Graduates Don't Qualify for ASU, NAU or UA
Almost 60% Remediate in Community College**

Source: ABOR, Complete College America



EXPECT MORE ARIZONA[®]
Ready Kids • Ready Graduates • Ready Workforce

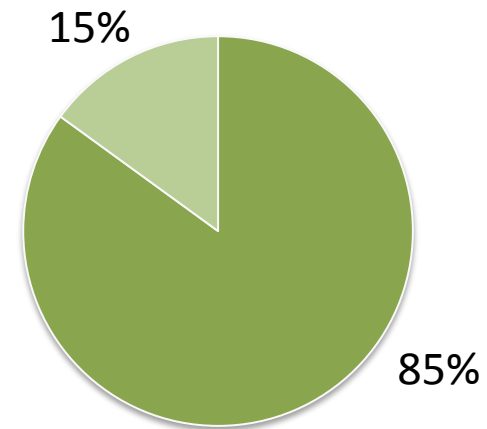
The World Has Changed

- **Technology changes rapidly** - The cell phone you have in your pocket has more computing power than NASA had when they put a man on the moon.
- The **OLDEST technology** today's children will know is the **iPad**.
- We are **preparing students today** for jobs that do not exist
- Students are now **competing for jobs** with kids from around the world

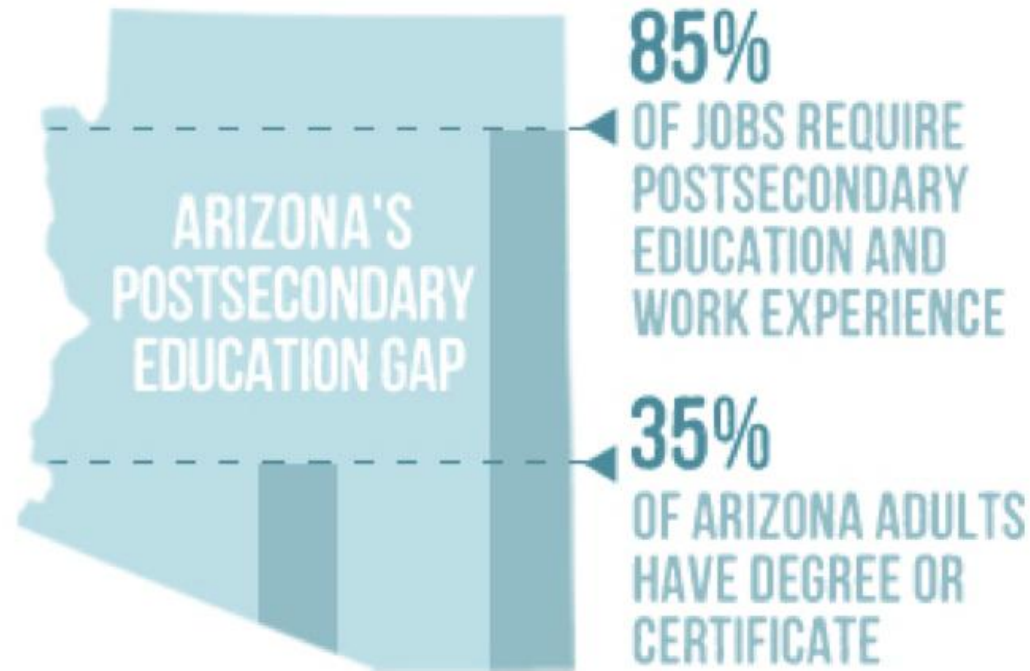


Arizona has Changed

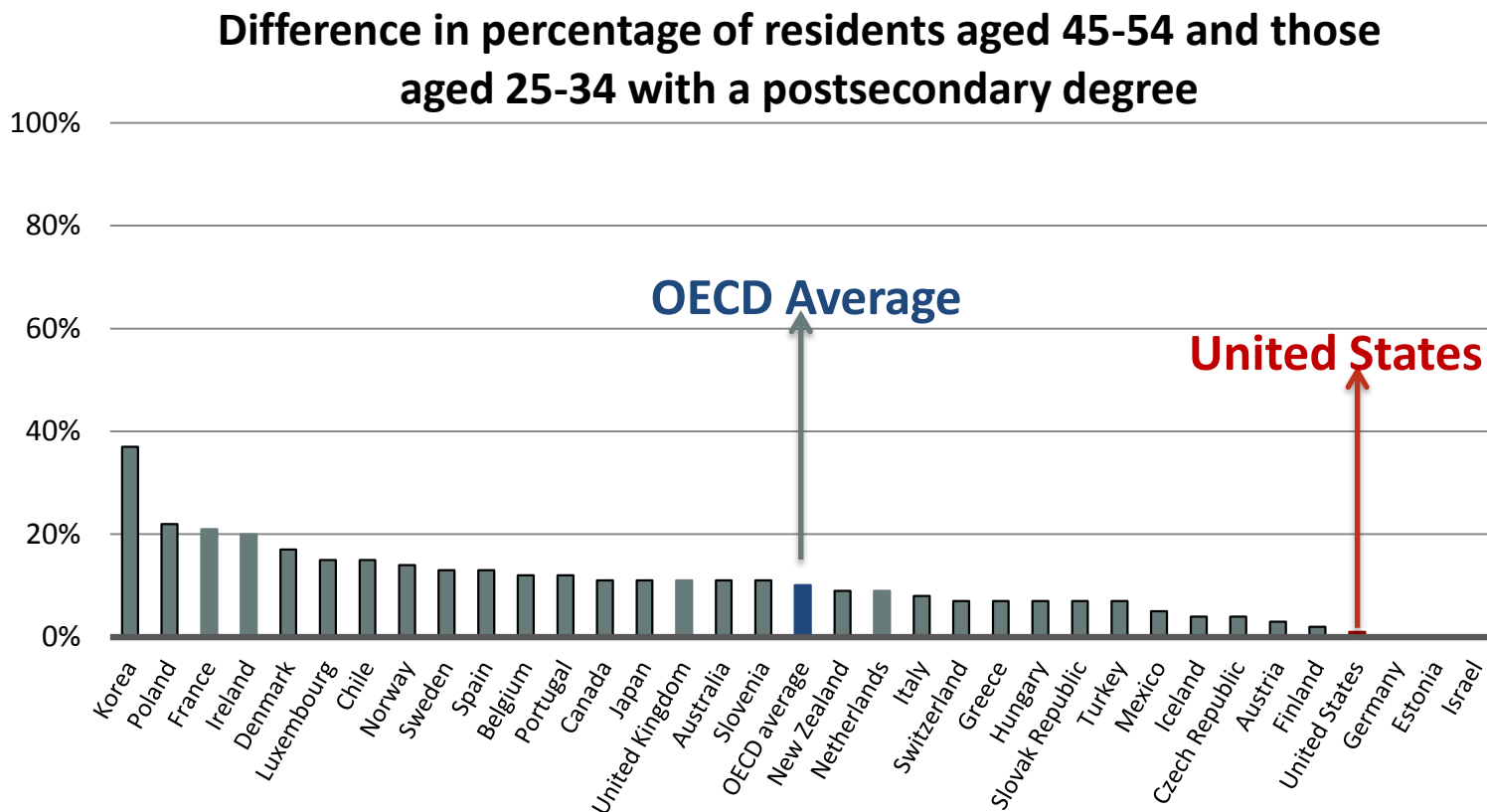
- A high school diploma is **no longer enough**
- In Arizona, 85% of high growth, high wage jobs require some type of **postsecondary education or training**



But in Arizona...



Where Do We Stand Internationally?



Source: Education Trust; Organisation for Economic Co-operation and Development, Education at 2011 (2011)

More Education = A Stronger State Economy

- **If more Arizona students graduated:**
 - Save **\$103.7M** in community college **remediation** costs and lost earnings
 - **\$265.4M** would be saved in **health care costs** over the lifetimes of each class of students
 - Graduation rates up 5% = **\$184M** in **crime-related savings**
 - More than **\$8.6 billion** would be added to **Arizona's economy by 2020** if students of color graduated at the same rate as white students.

Source: Alliance for Excellent Education



EXPECT MORE ARIZONA[®]
Ready Kids • Ready Graduates • Ready Workforce

Common Core Standards are Critical in Achieving a World-Class Education in Arizona



What are the Common Core Standards?

- On a scale from 1-10, rank your level of awareness about Common Core (10 is highest).
- Share in one sentence or less your definition of the standards



Communicating about the Standards

- Rank your level of comfort in communicating about the standards
 - Have some experience
 - Have no experience
 - Expert
- Share an experience...



Building Your Communications Strategy

- **Today's Goal**
 - To walk through some of the essential elements of a communications plan



Goals

- **Set a goal for your work**
 - Example: Raise awareness and support for Arizona's Common Core Standards
 - SMART Goals
- **Example:**
 - Increase **awareness** of Arizona's Common Core Standards with **parents from 46% to 85%** and with the **general public from 24% to 65% by May 2015.**
 - **Increase and sustain support** for Arizona's Common Core Standards with the general public from **61% to 65% by May 2015.**



Target Audiences

- Who are the people in your community that need to know about Common Core?
- Who supports Common Core?
- Who opposes it?
- Who needs to hear more about it?



Target Audiences

- **Consider...**
 - Parents
 - Students
 - Educators
 - Key legislators
 - Key business and workforce leaders
 - Key community groups (e.g. parent, civil rights, religious, non-profit groups)



Key Messages

- **Why are the Common Core Standards important for...**
 - Parents
 - Students
 - Teachers/Educators
 - Business Leaders/Community Leaders



Communications Channels

- **What resources do you have available?**
 - What resources do your partners have?
 - What are the gaps?
 - Consider:
 - Facebook, Twitter, Instagram, Pinterest
 - E-Newsletters
 - Web site
 - Print
 - Blogs
 - PR



Arizona Public Engagement Task Force

Educators

- School administrators/superintendents
- School boards
- Teachers
- County superintendents
- East Valley Think Tank
- ABOR/Community Colleges (prep)
- Arizona schools
- Charter schools
- SFAz
- WestEd
- Southwest Regional Education Center
- All A's

Parents/Families

- Arizona schools
- Charter schools
- FTF Grantees (154)
- 1000 early childhood providers (FTF)
- GEAR UP
- ADE
- Expect More Arizona
- Arizona PTA

Business Leaders

- Greater Phoenix Chamber of Commerce
- Chambers of Commerce
- Arizona Chamber Executives
- East Valley Partnership
- Westmarc
- CEOs – GPL, SALC, Flagstaff 40
- Governor's Council on Workforce Policy
- AZ Chamber Committee on Skills Pathways
- ABEC
- Phoenix Community Alliance
- GPEC
- Expect More Arizona
- GPEMC

Students

- Arizona schools
- Charter schools
- College access professionals
- ASU, NAU, UofA and alumni
- Private Colleges/ Universities
- GEAR UP
- Community Colleges

Policymakers

- Policy makers (state, county, local, and federal)
- Legislators
- Arizona Ready Education Council
- ABOR
- State Legislature
- School boards
- State Board of Education

Community Leaders

- Stand for Children
- Discovery Triangle
- Phoenix Community Alliance
- Read On Phoenix partners
- Afterschool programs
- United Ways
- Health and human service providers
- AZ Skills Standards Commission
- BUILD
- Family Engagement Leaders of Arizona
- GEAR UP
- YMCA
- Church
- Hands On Phoenix
- Desert Devil Gymnastics
- Act One
- Wells Fargo Community Advisory Board
- American Institute of Architects
- Council of Education Facility Planners International
- Lambda Alpha (land economics)
- Delta Sigma Theta Sorority
- ASU's Community Council
- VSUW
- MAG
- CFAz
- MCESA
- ACF
- Rodel
- Nonprofit leaders
- YMCA
- WoMAC
- MCESA Youth Transition Advisory Council

Partners

- **Who do you need on your team to help you?**
 - Government agencies
 - K-12 education/educators
 - Local elected officials
 - Early education
 - Higher Education
 - Business
 - Philanthropy
 - Parents
 - Community



Timeline & Outreach

- When are the **key times of the year** that you need to communicate about the standards?
 - Ex: Back to school
- What are the key events/outreach opportunities?
 - Ex: Parent nights



Effective Messaging



Do's and Don'ts

■ Do's

- Emphasize that this is an **Arizona-owned** initiative
- Stress the difference between **standards and curricula**
- Stress that the standards set **clear, shared expectations** for students, parents and teachers
- Engage **parents and teachers as the public face** of the standards – they are the most credible
- Emphasize that the standards are **relevant** and will **help prepare students for college and career**
- For **business and state leaders**, emphasize that the standards will help ensure that students will be able to compete in a global economy



Do's and Don'ts

- **Don'ts**

- **Oversell the standards** as a silver bullet
- Frame them as “**national**” standards or being a part of a federal agenda
- **Tie the standards to NCLB** – earns an automatic demerit from teachers, parents and citizens
- Focus on current standards' deficiencies - instead the tone should be **uplifting and aspirational**



Key Messages

- Arizona is **raising the bar** to ensure that all students receive a world-class education.
- Across the state, we are implementing **new academic standards** in English language arts and math in grades K-12, called Arizona's Common Core Standards, that will ensure our students have the **academic knowledge and skills they need to be successful in college, career, and life.**
- The Standards will not only improve what students learn, but how they learn by **teaching critical-thinking, problem solving, and effective communication skills.**
- Together with **highly trained, well-supported teachers**, the Standards will better prepare our students to achieve in K-12 and beyond.



Tips for Communicating to Parents

- Focus on **Benefits to Students**
- Communicate your **school or district's plans**
- Help parents understand what is going to change in the classroom
- Avoid using **jargon**
- Enable **teachers** to be messengers of the standards
- Emphasize **mobility** (state to state, district to district)



Tips for Communicating to Business Leaders

- Focus on the **economic benefits**
- Emphasize strong connections between **education and economic development/workforce development**
- Arizona students will be **better prepared** to compete for jobs with their peers around the world



Tips for Communicating to Students

- Focus on **relevancy**
- Make the conversation **personal**
- Be upfront and **straightforward**
- Acknowledge **uneasiness** about AIMS
- **Teachers, parents and older peers** are the best communicators
- Mention ways that students can help **contribute to their own success**



Responding to Opposition

- **Have you encountered opposition to the standards in your community?** What are the concerns?
 - Obama Core, Agenda 21, Federal intrusion
 - Literature/non-fiction balance
 - Data collection

- **A strong offense is the best defense**
 - Be proactive
 - Share about what the standards are
 - Don't respond tit for tat



Resources



Arizona Public Engagement Task Force

- Developed organically. Evolved into a **collaborative partnership** of 40+ partner organizations.
- **Purpose:**
 - **Build awareness and support** for Arizona's Common Core Standards.



Partners

- Arizona Association of County School Superintendents
- Arizona Board of Regents
- Arizona Business and Education Coalition
- Arizona Chamber of Commerce and Industry
- Arizona Charter Schools Association
- Arizona College Access Network
- Arizona Commission on Postsecondary Education
- Arizona Community Foundation
- Arizona Department of Education
- Arizona Education Association
- Arizona Educational Foundation
- Arizona K-12 Center
- Arizona Ready
- Arizona School Administrators
- Arizona School Boards Association
- Arizona State Board of Education
- Center for the Future of Arizona
- Expect More Arizona
- First Things First
- Greater Phoenix Economic Council
- Greater Phoenix Leadership
- Helios Education Foundation
- Intel
- Maricopa Community Colleges
- Maricopa County Education Service Agency
- National Center for Education and the Economy
- Phoenix Community Alliance
- Rodel Foundation of Arizona
- Science Foundation Arizona
- Southern Arizona Leadership Council
- Stand for Children
- Tucson Values Teachers
- Valley of the Sun United Way

Current Activities

- Steering committee meeting weekly to build **operational plans** to reach parents, key influencers, and policymakers
- **Advocacy** to support Common Core Implementation
- **Active communications and outreach** to raise awareness and support with parents and families
- **Leveraging communications** through existing channels
 - **Social Media:** Weekly
 - **Newsletters, blogs, web sites:** Monthly
 - **PR:** Ongoing
- **Engaging key influencers** (business leaders) in supporting the Common Core



ArizonaCommonCore.org

- The state's go-to web resource for Common Core
- Contents:
 - **Standards** by grade level, including key shifts and student examples
 - **Resources** for educators, parents, students and community leaders
 - **Communications Toolkit, parent letter, and parent presentation**



www.ArizonaCommonCore.org

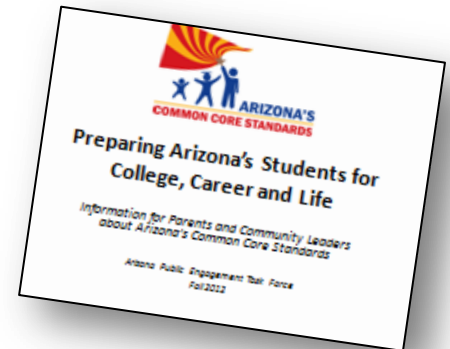
The screenshot shows the homepage of the Arizona's Common Core Standards website. The header features a banner with the text "Preparing Arizona's Students for College and Career Success" and the "ARIZONA'S COMMON CORE STANDARDS" logo, which includes a graphic of three stylized figures holding a large flag. Below the banner is a navigation bar with links: Home | The Standards | Stakeholders | Arizona Public Engagement Task Force | Implementation Timeline | Contact Us |.

Below the navigation bar, the page is divided into several sections:

- Left Sidebar:** A vertical column of buttons with icons and labels: "Teachers" (apple icon), "Administrators" (school building icon), "Students" (graduation cap icon), "Families" (family group icon), "Community" (group of people icon), and "Communications Tool Kit" (speech bubbles icon).
- Main Content Area:**
 - A breadcrumb trail: "You are here: Home".
 - A heading: "Arizona's Common Core Standards Home Page".
 - A video player titled "Introduction to Arizona's Common Core Standards" with a play button and a duration of 03:25. The video thumbnail shows the same flag graphic as the header.
 - A caption below the video: "Arizona's Superintendent of Public Instruction John Huppenthal Introduces Arizona's Common Core Standards. [Superintendent Huppenthal - ACCS video introduction script]"
 - A section titled "Why should Common Core matter to you?" with the text: "It prepares Arizona students to be college and/or career ready."
 - A section titled "What are Arizona's Common Core Standards (ACCS)?" with the text: "Arizona joined with 46 other states to create the next generation of K-12 standards in English language arts and mathematics. These standards provide a consistent framework to prepare students for success in college and/or the 21st century workplace. The Arizona"
- Right Sidebar:**
 - A section titled "UPCOMING EVENTS" with a sub-heading "Press Conference". It includes an image of hands holding microphones and text: "Arizona's Common Core Standards Website Press Conference. The Arizona Public Engagement Task Force has called a press conference for ... [Read More...]"
 - A button: "AZ Public Engagement Task Force".
 - A button: "ACCS Frequently Asked Questions" with a question mark icon.
 - A button: "ACCS Professional Development" with a person icon.
 - A button: "K-12 ACADEMIC STANDARDS".

Communications Toolkit

- A tool to support educators and school staff in communicating to their communities.
- **Contents:**
 - Elevator Speech & Talking Points
 - Messaging for Parents/Families, Students, Educators and Business Leaders
 - Template Parent Letter
 - Template Parent Presentation
 - Resources
 - Articles



Communications Toolkit



Arizona's Common Core Standards Communications Toolkit

Arizona Public Engagement Task Force
September 5, 2012



Resources

Common Core Standards: www.arizonacommoncore.org

Developed by the Arizona Public Engagement Task Force as a resource on the Common Core Standards for educators, business and community leaders in Arizona. The site is easy to navigate and includes resources, parent resources and the Arizona Public Engagement Task Force to help school leaders communicate with the public about the Standards.

Arizona Department of Education: www.azed.gov/azcommoncore/

For more information about Arizona's Common Core Standards

Webinars – Find out how to participate in upcoming webinars to find out more about the Common Core.

Professional Development - Find out about opportunities for professional development and training.

http://www.teachingchannel.org/videos?categories=topics_common-core
Provides more than 100 free videos related to Common Core Instruction.

Student Achievement Partners: <http://www.achievethecore.org/steal-these-tools/professional-development-modules>

Student Achievement Partners, a nonprofit founded by three of the contributing authors to the Common Core, has created Professional Development Modules to support educators in implementing the Common Core.

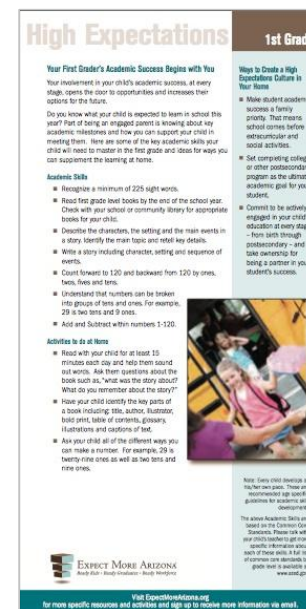
Advocacy Resources

- Myths vs. Facts
- Standards vs. Curriculum
- Timeline of Standards Adoption
- Quotes from Arizona Teachers



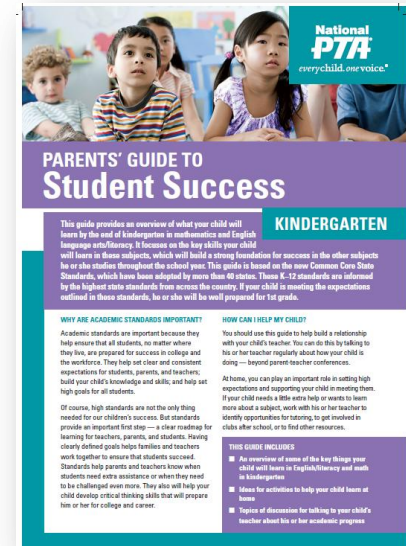
Arizona Resources

- **Invite us to Present at Your School**
 - Parent Engagement Workshop
 - Common Core Workshop for Parents
- **Join the Communicators' Network**
 - Weekly and Monthly Content to Share
- **Receive Parent Resources**
 - Academic Milestones
- **Help with Opposition**



Other Parent Resources

- **PTA Parents' Guides to Student Success –**
www.pta.org/parentsguide
- **CGCS Roadmaps -**
<http://cgcs.schoolwires.net/domain/36>
- **Video/PSAs -**
<http://www.cgcs.org/Page/334>



Thank You



- Erin Hart
 - erin@expectmorearizona.org
- Sign up at **www.ExpectMoreArizona.org**
 - Receive Common Core resources
 - Get support in reaching out to your community

